



**THE EFFECT OF VIRAL MARKETING, PRICE
PERCEPTION, TRUST AND LIFESTYLE ON
PURCHASE DECISION (CASE STUDY: MIXUE
JABODETABEK)**

By:

Yunika Dinda Safihra

ID no. 015202000054

**A Skripsi presented to the
Faculty of Business President University
in partial fulfillment of the requirements for
Bachelor Degree in Business Administration**

October 2023

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ABSTRACT

This study analyzes The Effect of Viral Marketing, Price Perception, Trust & Lifestyle on Purchase Decision. The research method employed is a survey using questionnaires distributed to respondents who are consumers of MIXUE Jabodetabek. The research sample consists of 100 selected respondents with a quantitative data analysis performed using SEM-PLS 4. This study show that: 1). Viral marketing has positive effect on lifestyle, but has negative effect on purchasing decision. 2). Price perception has negative effect on lifestyle, but has positive effect on purchase decision. 3). Trust has positive effect both on lifestyle and purchasing decision. 4). Lifestyle has negative effect on purchasing decision. This research contributes to the understanding of the importance of viral marketing, price perception, and trust in influencing purchase decisions. The results of this research can be utilized by MIXUE Jabodetabek as well as other companies in developing effective marketing strategies to enhance consumer purchase decisions.

Keyword: Viral Marketing, Price Perception, Trust, Purchase Decision, Lifestyle

TABLE OF CONTENT

Abstract.....	1
Table of Content	2
CHAPTER I: INTRODUCTION	4
1.1 Research Background	4
1.2 Problem Identification	5
1.3 Research Objectives	5
1.4 Research Scope.....	6
1.5 Significance of Study.....	6
CHAPTER II: REVIEW OF LITERATURE	8
2.1 Viral Marketing	8
2.2 Price Perception.....	8
2.3 Trust.....	9
2.4 Lifestyle	9
2.5 Purchase Decision.....	9
2.6 Conceptual Framework.....	10
2.7 Hypothesis	10
CHAPTER III: RESEARCH METHODOLOGY	12
3.1 Research Approach.....	12
3.2 Sampling.....	14
3.2.1 Population	14
3.2.2 Sample Size.....	15
3.2.3 Sampling Technique	16
3.3 Data Gathering.....	16
3.3.1 Instrument	16
3.3.2 Operationalization of Variables	16
3.4 Validity and Reliability	19
3.4.1 Validity Test.....	19
3.4.2 Reliability.....	19
3.4.3 Descriptive Analysis (Questionnaire)	19

3.4.4 Inferential Analysis: (SEM-PLS).....	20
CHAPTER IV: ANALYSIS AND INTERPRETATION	21
4.1 Company Profile.....	21
4.2 Descriptive Analysis.....	21
4.2.1 Descriptive Characteristics of Research Respondents	21
4.2.2 Descriptive Analysis of Research Variables.....	24
4.2.3 Descriptive Analysis of Monitoring Variables	24
4.3 Model Evaluation.....	27
4.4 Validity Test	27
4.4.1 Convergent Validity (Validity Test Using Outer Loading).....	28
4.4.2 Discriminant Validity (Validity Test Using AVE).....	28
4.5 Multicollinearity Test	32
4.6 Inner Model Test.....	33
4.7 Hypothesis Testing	34
CHAPTER V: CONCLUSION AND RECOMMENDATION	39
5.1 Hypothesis Answer	39
5.2 Implication.....	39
5.2.1 Theoretical Implication	39
5.2.2 Managerial Implication.....	39
5.3 Limitations & Suggestion for Future Research	40
REFERENCES	41
APPENDICES.....	46